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Report: CLGR813

Marlboro Van Program Recap
National Summary By Region
Week Start 6/26/95 End 7/02/95

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Regn Nmbr	Total Number Vans	Total Head Count	Total Hours	Total Surveys	Surveys Per Hour	Total Stores	AVERAGE PER VAN PER DAY: Stores	Total Contact	Smoker Surveys	% Marl. Surveys	Cartons Sold	Total Incentive	% Pack Incentive	% Of Strs Tot 2 Pak Displays	% Of Strs Achieved Gift Targ
1	66	103	960	7738	8.1	136	1.1	81.4	64.5	86.1 %	30.9	53.9	76.5 %	84.6 %	55.1 %
2	79	122	948	11264	11.9	120	1.0	80.8	95.1	61.0 %	33.5	55.4	75.9 %	89.2 %	70.8 %
3	72	103	912	6184	6.8	116	1.0	68.5	54.2	84.7 %	23.4	42.4	81.1 %	90.5 %	56.9 %
4	68	102	892	6861	7.7	121	1.1	73.2	61.5	80.3 %	27.1	50.9	80.0 %	87.6 %	58.7 %
5	59	82	848	5961	7.0	108	1.0	71.7	56.2	84.4 %	24.2	41.1	77.7 %	86.1 %	50.0 %

National Totals

Regular Event	WEEK	YTD
Total # of Vans	344	403
Total # of Stores	598	10164
Total Full Days	536	9440
Total Half Days	62	724
Days Worked	567.0	9802.0
Total Hours Worked	4536	78416
Total Contacts	42682	840737
Total Surveys	37819	694202
% Surveys / Contacts	88.6 %	82.6 %
% Marlboro Surveys	77.0 %	83.7 %
Total Marlboro Surveys	29138	581101
Totl Competitive Survey	8681	113101
Total Product Sold Ctns	15669	345517
Average Surveys Per Day	67	71
Total Stores CPW < 150	157	2173
Total Invalid Store #s	56	957
Average Contact Per Day	75.3	85.8
Total Store Advance POS	388	7222
Total Incentives	27898	586331

Mega Event	WEEK	YTD
Total # of Stores	3	385
Total Full Days	3	361
Total Half Days		24
Days Worked	3.0	373.0
Total Hours Worked	24	2984
Total Contacts	227	32322
Total Surveys	189	24465
% Surveys / Contacts	83.3 %	75.7 %
% Marlboro Surveys	86.2 %	79.5 %
Total Marlboro Surveys	163	19453
Totl Competitive Survey	26	5012
Total Product Sold Ctns	250	34323
Average Surveys Per Day	63	66
Total Invalid Store #s		60
Average Contact Per Day	75.7	86.7
Total Store Advance POS	2	291
Total 2 Pk Lighter Dspy	526	8646

Legend PR = Purchase Requirements

POS #	PR	DESCRIPTION	WEEK	YTD
75185	2P	Lighter	5691	111875
75212	2P	Beverage Cooler	2417	47979
75188	3P	Freezer Mug	2886	60633
75208	3P	Cap, Baseball	2198	50960
75229	5P	White T-Shirt	3338	80782
75230	5P	Black T-Shirt	1879	48549
% Pack		Incentives	78.1 %	73.5 %
Total		Pack Incentives	21779	431092
75192	1C	Sand Chair		10461
75210	1C	Beach Towel 72	2687	66946
77777	1C	B.B.Q. Set	3370	30314
75184	2C	Umbrella, Mega	140	7661
75225	2C	Duffle Bag	1566	32905
75228	2C	Cooler Coleman	1545	31755
89241	3C	Shaving Kit, Mega	37	1713
75189	5C	Tool Kit, Mega	72	2024
89242	7C	MCS Gear Bag, Mega	72	1774
Total		Carton Incentives	6119	155239

not enough mega

BBQ Set end of Aug.
Lighter
Freezer) Mid-Sept.
White T

Source: https://www.industrydocuments.ucsf.edu/docs/smgn0004